



Foreign Agricultural Service

GAIN Report

Global Agriculture Information Network

Scheduled Report - public distribution

Date: 12/15/1999

GAIN Report #NL9081

The Netherlands

Citrus

Citrus Annual Report

1999

Approved by:

Phil Letarte

U.S. Embassy

Drafted by:

Chris J.M. Langezaal

Report Highlights:

Overview of the citrus market in the Netherlands in 1999.

Includes PSD changes: No
Includes Trade Matrix: Yes
Annual Report
The Hague [NL1], NL

Table of Contents

Oranges [2](#)
Grapefruit [2](#)
Tangerines [2](#)
Juices [3](#)
Trade Matrices [4](#)

Oranges

In 1998/99, imports of oranges in the Netherlands decreased because adverse weather conditions caused a lower availability of oranges in the Mediterranean basin. This had a detrimental effect on Dutch re-exports of oranges to other European destinations. It is expected that the Mediterranean countries will increase their 1999/2000 exports of oranges to 2,607,000 metric tons which is an increase of 5.9 percent over the preceding season. Dutch imports of oranges from that area are likely to increase accordingly.

Dutch imports of U.S. oranges are minimal because price wise the U.S. cannot compete in the European market.

Grapefruit

Rotterdam continues to be the most important gateway into Europe for Florida grapefruit. About 45 percent of EU grapefruit imports from the United States enters through the port of Rotterdam. France comes as a distant second with 25 percent of grapefruit imports from the U.S. The Netherlands is also a large re-exporter of grapefruit to neighboring countries with Germany as the major destination.

Cuban grapefruit enters the EU market usually a couple of weeks earlier than Florida grapefruit does. However at that time, the Cuban fruit is not well matured and often has a sour taste. By mid December, the price of one box of Cuban grapefruit at the Rotterdam market is about Dfl 10 compared to Dfl 22 for Florida grapefruit. Florida grapefruit has a higher quality image compared to the Cuban grapefruit.

According to importers, the quality of this season's Florida grapefruit is good. The Netherlands imports mostly grapefruit of the size 56 (70 percent) and 48 (30 percent). The larger sizes of grapefruit are usually trans-shipped to the French market.

Because of somewhat lower volumes of Florida grapefruit shipped to the Netherlands so far this season, the Rotterdam grapefruit market is bullish. As a consequence, the mid December price of one box of Florida grapefruit increased to Dfl 22.- in 1999, compared to Dfl 15.- in 1998. Traders are optimistic about the remainder of the season.

Tangerines

The tangerine is a very popular fruit among the Dutch consumer. The 1999/2000 tangerine production in Spain and Morocco is expected to increase by about 10 to 15 percent compared to the last season. A larger availability of tangerines in EU markets is expected.

Depending on the availability of manderines from Spain by the end of their season, California minneolas and Florida tangelos will be imported in limited quantities from the end of February until March/April to prolong the marketing season for tangerines in the Netherlands. It is still too early in the season to predict export opportunities for U.S. exporters.

Juices

The Netherlands is a major importer, processor and re-exporter of orange juice. The fresh-not- from-concentrate (NFC) orange juice from Florida is imported into the Netherlands but this product is mostly re-exported to other EU countries, particularly to the U.K., France and Italy. Yet, several large retail chains in the Netherlands have started to sell Florida NFC orange juice (Tropicana) but the market share is still very small. The retail price of the one liter pack NFC is Dfl 4.95 which compares to Dfl 1.95 for the orange juice from concentrate. (1 US \$=Dfl 2.15)

Reportedly, Spain and Morocco have also entered the EU-NFC market. These two countries have the advantage of relative low transportation cost and no EU import tariffs. These juices have not yet been spotted in the Dutch market.

Dutch consumption of fruit juices and fruit drinks is calculated at 26.5 liters per capita. The Netherlands is the third largest consumer of this product in the EU, after Germany with 42 liters per capita and Austria with 34 liters per capita . In the Netherlands, a decreasing consumption of alcoholic drinks, a healthier live style and lower prices have contributed to a steady increase in fruit juice consumption.

In contrast to other EU countries, the Dutch drink more fresh squeezed orange juice. The Dutch per capita consumption of oranges is 20 kilos and which about six to eight kilos are used to make orange juice. The share of orange juice in total fruit juice consumption in 1997 is 53 percent, whereas apple juice comes in second with 22 percent.

Trade Matrices

Import Trade Matrix			
Country:	The Netherlands	Units:	Metric Tons
Commodity:	Oranges		
Time period:	CY		
Imports for	1997		1998
U.S.	810	U.S.	796
Others		Others	
E.U.	193,533	E.U.	108,866
-Spain	138,044	-Spain	65,432
-France	17,286	-France	10,320
-Greece	17,034	-Greece	8,761
-Belgium/Lux	12,537	-Belgium/Lux	19,385
South Africa	48,418	South Africa	75,259
Argentina	39,611	Argentina	41,399
Brazil	38,708	Brazil	45,038
Morocco	33,042	Morocco	34,051
Uruguay	18,177	Uruguay	21,276
Total for Others	371,489		325,889
Others not listed	16,994		16,115
Grand Total	389,293		342,800

Export Trade Matrix			
Country:	The Netherlands	Units:	Metric Tons
Commodity:	Oranges		
Time period:	CY		
Exports for	1997		1998
U.S.		U.S.	
Others		Others	
E.U.	143,863	E.U.	100,330
-U.K.	50,250	-U.K.	20,688
-Germany	27,069	-Germany	28,730
-Belgium/Lux	21,550	-Belgium/Lux	17,554
-Spain	12,916	-Spain	3,088
-France	8,072	-France	6,646
-Finland	6,094	-Finland	4,380
-Sweden	5,243	-Sweden	6,405
Russia	12,491	Russia	14,424
Poland	6,601	Poland	3,086
Total for Others	162,955		117,840
Others not listed	10,454		13,534
Grand Total	173,409		131,374

Import Trade Matrix			
Country:	The Netherlands	Units:	Metric Tons
Commodity:	Grapefruit		
Time period:	CY		
Imports for	1997		1998
U.S.	68,027	U.S.	59,704
Others		Others	
E.U.	11,818	E.U.	13,984
-Belgium/Lux	5,304	-Belgium/Lux	8,377
-Germany	2,087	-Germany	1,248
-France	1,953	-France	2,343
-Spain	1,670	-Spain	1,039
South Africa	16,220	South Africa	36,381
Cuba	13,372	Cuba	7,716
Argentina	10,921	Argentina	14,006
Turkey	6,552	Turkey	2,846
Israel	1,158	Israel	1,849
Total for Others	60,041		76,782
Others not listed	3,739		8,748
Grand Total	131,807		145,234

Export Trade Matrix			
Country:	The Netherlands	Units:	Metric Tons
Commodity:	Grapefruit		
Time period:	CY		
Exports for	1997		1998
U.S.		U.S.	
Others		Others	
E.U.	97,631	E.U.	90,249
-Germany	32,976	-Germany	32,888
-U.K.	22,089	-U.K.	13,947
-France	21,123	-France	19,353
-Belgium/Lux	15,434	-Belgium/Lux	16,232
-Italy	2,425	-Italy	1,588
-Sweden	1,083	-Sweden	1,380
-Denmark	849	-Denmark	5,526
Russia	6,053	Russia	4,065
Poland	10,160	Poland	9,939
Total for Others	113,844		104,253
Others not listed	5,124		6,235
Grand Total	118,968		110,488

Import Trade Matrix			
Country:	The Netherlands	Units:	Metric Tons
Commodity:	Tangerines		
Time period:	CY		
Imports for	1997		1998
U.S.	672	U.S.	
Others		Others	
E.U.	97,846	E.U.	59,289
-Spain	73,670	-Spain	42,911
-France	13,375	-France	7,862
-Belgium/Lux	5,924	-Belgium/Lux	4,623
-Germany	2,031	-Germany	1,912
Morocco	11,655	Morocco	10,718
Argentina	8,857	Argentina	14,723
Uruguay	7,228	Uruguay	11,299
South Africa	4,744	South Africa	6,506
Brazil	2,477	Brazil	2,060
Total for Others	132,807		104,595
Others not listed	5,228		6,632
Grand Total	138,707		111,227

Export Trade Matrix			
Country:	The Netherlands	Units:	Metric Tons
Commodity:	Tangerines		
Time period:	CY		
Exports for	1997		1998
U.S.		U.S.	
Others		Others	
E.U.	47,149	E.U.	43,903
-Germany	16,428	-Germany	17,337
-U.K.	12,057	-U.K.	7,303
-Finland	4,855	-Finland	4,876
-Belgium/Lux	4,267	-Belgium/Lux	3,382
-Sweden	3,392	-Sweden	4,425
-Denmark	2,085	-Denmark	1,427
-Ireland	1,941	-Ireland	2,383
Russia	24,195	Russia	19,301
Poland	7,935	Poland	5,380
Total for Others	79,279		68,584
Others not listed	9,431		8,976
Grand Total	88,710		77,560

Import Trade Matrix			
Country:	The Netherlands	Units:	Metric Tons
Commodity:	Orange Juice - Frozen		
Time period:	CY		
Imports for	1997		1998
U.S.	25,520	U.S.	27,299
Others		Others	
E.U.	8,119	E.U.	7,587
-Germany	5,238	-Germany	2,703
-Belgium/Lux	1,111	-Belgium/Lux	1,930
-France	55	-France	514
-Italy	1,540	-Italy	1,009
Brazil	293,524	Brazil	294,096
Cuba	7,256	Cuba	13,428
Israel	4,183	Israel	4,491
Costa Rica	0	Costa Rica	3,010
Belize	0	Mexico	4,641
Total for Others	313,082		327,253
Others not listed	13,801		22,038
Grand Total	352,403		376,590

Export Trade Matrix			
Country:	The Netherlands	Units:	Metric Tons
Commodity:	Orange Juice - Frozen		
Time period:	CY		
Exports for	1997		1998
U.S.		U.S.	
Others		Others	
E.U.	261,073	E.U.	226,028
-France	68,769	-France	68,685
-Belgium/Lux	24,927	-Belgium/Lux	12,554
-Germany	76,484	-Germany	68,881
-U.K.	47,104	-U.K.	32,768
-Sweden	8,699	-Sweden	8,280
-Ireland	9,091	-Ireland	11,223
Romania	0	Romania	366
Switzerland	409	Switzerland	552
Slovakia	199	Slovakia	244
Total for Others	261,681		227,190
Others not listed	5,518		2,231
Grand Total	267,199		229,421

Import Trade Matrix			
Country:	The Netherlands	Units:	Metric Tons
Commodity:	Orange Juice - Not Frozen		
Time period:	CY		
Imports for	1997		1998
U.S.	5,577	U.S.	9,201
Others		Others	
E.U.	76,041	E.U.	53,977
-Germany	56,660	-Germany	44,629
-Belgium/Lux	17,719	-Belgium/Lux	7,698
-France	4,192	-France	1,339
-Italy	79	-Italy	56
Brazil	1,218	Brazil	672
Cuba	2,196	Cuba	56
Israel	4,237	Israel	1,824
Costa Rica	0	Costa Rica	3,034
Total for Others	83,692		59,563
Others not listed	1,783		554
Grand Total	91,052		69,318

Export Trade Matrix			
Country:	The Netherlands	Units:	Metric Tons
Commodity:	Orange Juice - Not Frozen		
Time period:	CY		
Exports for	1997		1998
U.S.		U.S.	
Others		Others	
E.U.	18,137	E.U.	27,164
-France	4,034	-France	6,267
-Belgium/Lux	11,487	-Belgium/Lux	12,503
-Germany	1,318	-Germany	1,740
-U.K.	982	-U.K.	3,671
-Spain	113	-Spain	679
-Ireland	0	-Ireland	1,329
Russia	1,421	Russia	1,018
Estonia	584	Estonia	776
Total for Others	20,142		28,958
Others not listed	2,784		2,892
Grand Total	22,926		3,185